

7Speaking applies the lessons of smarter lead generation on LinkedIn



First launched in 2001, 7Speaking is one of the major players in the online language learning market in France. However, a lack of digital marketing investment left the business struggling to protect its position against new competitors. Investing in generating demand and leads on LinkedIn helped the brand to dramatically increase its share of voice among a relevant professional audience, and deliver the pipeline of high-quality leads required for renewed growth.

The Challenge

- Generate high-quality, relevant professional leads for 7Speaking's language learning platform
- Increase the brand's competitiveness and share of voice following minimal previous marketing investment
- Increase awareness and engagement

Why LinkedIn?

- Proven B2B content marketing platform
- Powerful targeting options, including account targeting and targeting by function and company size
- Integration of LinkedIn Lead Gen Forms with their CRM system

The Solution

- Targeting of HR and training functions in large enterprise businesses
- Additional account targeting of high-value opportunities
- Sponsored Content aligning with key industry issues
- Personalised Sponsored InMail addressing specific issues for businesses

Results

- Over 800 marketing qualified leads (MQLs)
- Click-through rate (CTR) of over 3%
- Over 10,000 views of the 7Speaking landing pages

After more than a decade depending on word of mouth for growth, the language learning platform invested in transforming lead quality and awareness on LinkedIn

Building a digital marketing strategy around quality leads

How does an innovative business that has spent 17 years growing almost entirely through word-of-mouth respond to growing competition in its space? For 7Speaking, this had become an urgent question. When Gibran Romero joined the business as Chief Digital Officer in February 2018, it faced a lack of awareness and declining opportunities. 7Speaking needed to build a digital marketing strategy from scratch – and find the best channels for delivering the leads it needed to compete.

“When I arrived, getting more and more leads was the top priority, but from my point of view, quality of leads was the main goal,” says Gibran. “One of the first things that I did was to implement a marketing automation software to help qualify and score our new leads effectively. Then I started to test a broad range of digital marketing channels that I’d used in other businesses. I wanted to see which channels could deliver the right numbers of Sales Qualified Leads (SQLs).”

7Speaking’s language learning platform has a range of different applications – and therefore a range of relevant customer segments to target. Gibran adopted the most relevant channel for each – and the high value of the professional learning market meant a crucial role for LinkedIn.

“We knew from our sales teams that leads from large companies were particularly valuable to the business,” says Gibran. “One of the big advantages of LinkedIn was that I could reflect an insight like this in the way that we targeted our campaigns. We were able to use a mix of targeting by company size, and account targeting to focus on businesses that we knew represented an opportunity.”

+800 marketing qualified leads (MQLs)

+3% Click-through rate (CTR)

Taking a personalised approach to professional audiences

Gibran’s testing-led approach identified a combination of Sponsored Content and Sponsored InMail as the most effective mix for 7Speaking on LinkedIn. Sponsored Content responded to news events such as the introduction of a new law on employers providing training in France. Sponsored InMail took a more personalised approach – focusing on the specific pain points for different audiences. Adding LinkedIn Lead Gen Forms into the mix helped to generate more than 800 new leads at a click-through rate of over 3%. What’s more, engagement with content on LinkedIn helped to drive over 10,000 views on 7Speaking’s landing pages, driving brand awareness and engagement among key target audiences.

“We’ve tested a lot of marketing channels over the last year and a half, and LinkedIn has emerged as a really major source of quality leads,” says Gibran. “It’s got a big role to play in our strategy going forward.”



The screenshot shows a LinkedIn post from the company 7Speaking, which has 12,584 followers and 4 months of history. The post is titled "Réforme de la formation 2019 : concrètement, qu'est-ce que ça change ?" and includes a link to "See translation". The main content is an "OPINION PAPER" titled "RÉFORME 2019 DE LA FORMATION" with the subtitle "Quel impact sur les métiers de la formation et les apprenants ?". There is a prominent orange button that says "JE TÉLÉCHARGE". At the bottom, it repeats the title and subtitle, and provides the URL "ressources.7speaking.com".

“We were building a digital marketing strategy from scratch, and from the start we kept a close eye on lead quality through our CRM system. The particular advantage that LinkedIn gives us is the quality of the leads that it generates and we’re able to see how that flows through into ROI. That’s why LinkedIn is one of the channels we’re focusing on going forward.”

Gibran Romero
Chief Digital Officer, 7Speaking

